

Last year I introduced myself to the House of Delegates for the first time. I had 6 months to prepare for Convention, had attended Spring and Summer Nationals, successfully navigated my first Summer Board meeting, and frankly, thought I had a reasonably good understanding of what I should expect at the USMS Annual Meeting.

I think I looked **something like this?**

This year our planning started and early and **despite this..** nearly every National Office team member that planned to be here, made it to Dallas and we are ready to go...

What I have learned in the last year, is that swimmers like statistics, so I have some stats from this year that highlight our successes and some areas for improvement. More importantly I want to share a few initiatives that will support the long-term health of USMS.

Before we get started, we are going to revisit an exercise we did at the LMSC Leadership Summit this past February in Houston. For those of you that may not be aware, we held the 2<sup>nd</sup> LMSC Summit, with representatives from 48 of our 52 LMSCs for a day and a half of workshops and discussions.

I am going to ask everyone to stand based on your answers to some questions. Once you stand up remain standing.

- ✓ Stand if you have ever participated (as a swimmer, official, volunteer) in any USMS pool National Championship...

- ✓ Stand if you have ever participated (as a swimmer, official, volunteer) in an OW or ePostal National Championship...
- ✓ Stand up if you have ever participated in a sanctioned USMS event...
- ✓ Ok, that looks like most of the room...now when I say switch - if you are sitting stand up - and if you are standing sit down...switch

So, the point is that this room represents swimmers who participate in USMS events. It makes sense that this highly engaged group of members also become volunteers and Delegates at Convention. But **over 2/3 our** membership don't swim in events.

And that doesn't include at least 25,000 swimmers in USMS workouts that aren't registered members. I say 'at least' because we think that number is much higher. Over the last 6 months we surveyed coaches and club contacts to find out if USMS membership is an expectation for their swimmers, if they see room for growth, and how many club members participate in USMS events.

**Out of 733 clubs for** which data was collected, representing about half our total:

88% believe there is room for growth in their club

66% DO NOT expect their swimmers to be members.

These stats are important to keep in mind as we proceed through the next 3 days of meetings. We will have important

rules and legislation discussions. We'll cover the 2018 budget and we'll have committee meetings and workshops. We should consider how our conversations will help improve the experience and membership value for 70% of our membership that only swim for health and fitness?

By show of hands - How many in this room swim with teammates or workout partners that are not members?

A few more stats for you and then we'll get into the plans for next year and the future:

**USMS has over 1500 clubs** and workout groups for the first time ever.

We have the highest number of renewing members ever in 2017 with over 45,000

However, our new membership registration is lagging – so far this year we have registered 12,000 new members. If the trend holds, we'll be down almost 15% compared to last year.

Some of that can be attributed to the successful campaign around the 2016 Olympics but a decrease of 2500 new members is concerning with growth in the number of clubs and record rates of member retention.

So, what are we doing to address new membership interest in USMS and membership growth in general:

**First, College Club Swimming** launched in August – this is a relationship that has been building for nearly five years and

USMS is now serving in an advisory role and governing body for College Club Swimming. These clubs are non-varsity swim teams on campus – basically college age masters swimmers. 2017-18 will be the first year that this entity exists. We estimate there are over 200 College Clubs and 5000 swimmers. This is a long-term strategy to transition these swimmers into USMS members after graduation. We will see initial results over the next few months and for those of you that want more information please visit [collegeclubswimming.com](http://collegeclubswimming.com) or connect with the National Office.

Thanks to Rob Copelad, Dan Cox, and Clare Letendre for their support and guidance getting this initiative to the starting blocks. And Club Assistant for the support in launching the technical side.

**Second, the USMS Fitness Series** developed by the Fitness Education Committee, in partnership with the National Office, will launch in 2018. The events are designed to attract new members and current members that don't participate in USMS events. The Fitness Series will consist of 3 events: **The Winter Fitness** Challenge – a 30 minute swim during the last 2 weeks of February. The Summer Fitness Challenge – a 2k swim during the last 2 weeks of July and a Fall Fitness Challenge – a 1 mile swim during the last 2 weeks of November. These events were inspired by running events that happen around the country

every weekend. Proceeds from the Fitness Series registration will support the Swimming Saves Lives Foundation and opportunities to fundraise for local causes, including Club initiatives are built in. These events which will be hosted by clubs at their home pools and can be done during regular workouts, should be viewed as a fitness goal, motivational tool and a fun event in which to take part with your club. Keep an eye out for more detail in the coming weeks.

Thanks to Mary Jurey and the Fitness Committee for their focus on this project since the start of the year to put this plan in motion.

And finally what I see as the most impactful initiative that is currently **underway is USMS 3.0**. This is a plan that has been developed over the last year to modernize our technology for the future, keep pace with our member's expectations related to digital benefits, invest in software that doesn't rely entirely on internal staff to maintain and update, keeps up with security standards and provides our members a quality experience when logging in to usms.org. The modernization of our systems ties back to every facet of our strategic plan by customizing the experience on usms.org and delivering that experience based on the interest of specific segments.

We embarked on this path in July after nearly a year of research, planning, and review of software options. Ultimately,

we selected software that will be the hub of our online membership experience.

So, you may be asking, what does USMS 3.0 mean to me and what will it look like?

Imagine usms.org as a fully responsive website, meaning that it can be easily navigated whether you are on your phone, tablet or desktop...

Imagine if USMS had a Fitness tracking app..

Imagine if the marketing department could partner with clubs and LMSCs to provide customized digital marketing based on location and swimmer interest...

Imagine you are a potential new member visiting the site and are automatically presented with Masters club information and USMS events based on your location..

These 'what ifs', along with numerous others, came from input from members, coaches, volunteers and staff and are all functions you can look forward to in 2018.

If you have more interest or want to see visuals on our progress to date, grab any National Office team member during the next few days – they have current website samples on their phones and can provide a walk through.

They won't be able to answer technical questions but Sterling Webb, James Williamson and I will be available during the National Office speed dating session to get into more detail.

Thanks to the IT Liaisons and Ralph Davis for their guidance and the rest of Board and Finance Committee for putting up with a lot of technical discussions over the last 15 months.

So, I mentioned the National Office speed dating session and many of you know we have new team members at the National Office. This has been a year of change that saw the departure of several long-time employees and the arrivals of new team members. The institutional knowledge and relationships prior staff members forged over decades cannot be replaced and I know many of you will miss their presence at the National Office. This level of change, although not uncommon at other organizations, is new for the USMS.

Despite the changes, our day-to-day operations continue with greater support levels for membership and volunteer services, more resources through technology contractors and renewed excitement for the future of USMS. I encourage you to attend the speed dating session on Saturday so you may get to know the National Office team, their roles and responsibilities.

This afternoon, during the budget presentation, you will see several more investments for the future that have been

developed for implementation in 2018. These test programs focus on more local development and support of USMS programs, events and coaches and greater partnership between the LMSCs and the National Office. You can also expect to hear about the continued development of fitness focused programming which began in 2017 and a revised education schedule that is more in line with demand for our Coaching Courses.

On behalf of the National Office team, we thank you for all you do for U.S. Masters Swimming. Our passionate base of volunteer-members continues to be an unparalleled asset. We look forward to working in partnership with you in 2018 and beyond to promote health, wellness, fitness and competition for adults through swimming.





# **U.S. MASTERS SWIMMING**





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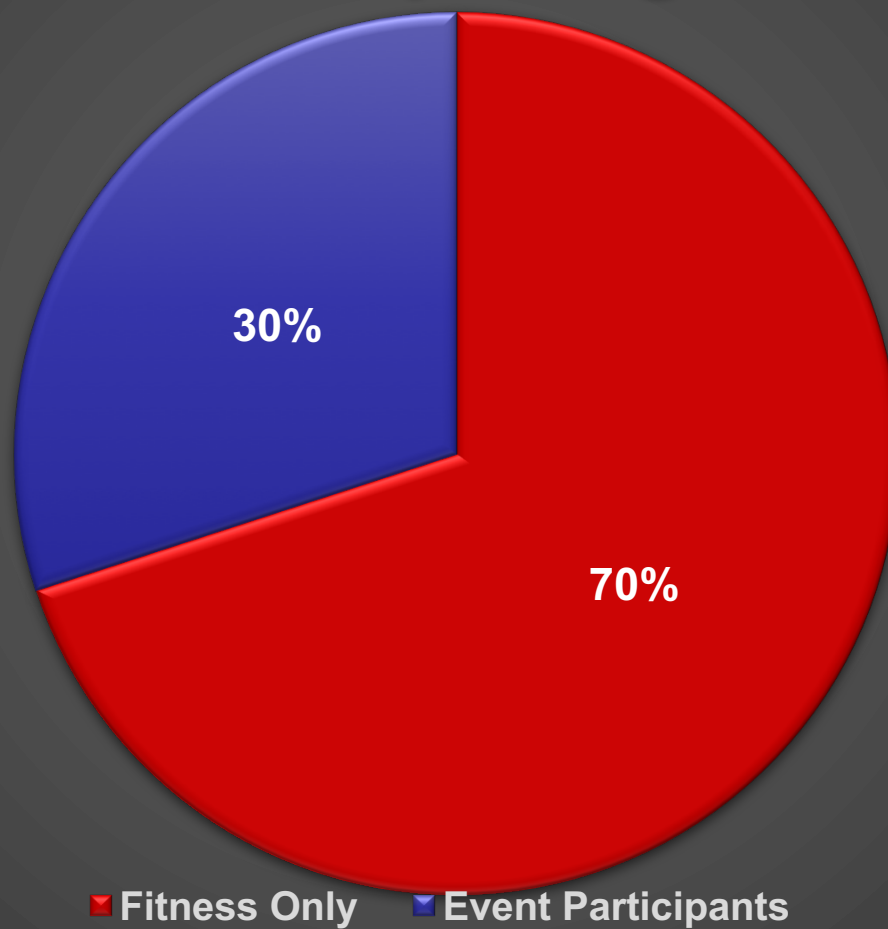


**USMS National Office**



**U.S. MASTERS  
SWIMMING**

## Membership Segments





**U.S. MASTERS  
SWIMMING**

# Club Survey

733 Clubs Responded (Out of 1533 total)

- 88% believe there is room for growth
- 66% do not expect their swimmers to be members



**U.S. MASTERS  
SWIMMING**

2017 Stats

↑ **Highest # Clubs/workout groups**

↑ **Highest # of renewing members**

↓ **New registration down 15%**



**U.S. MASTERS  
SWIMMING**

College Club

**COLLEGE CLUB**

**SWIMMING**

U.S. MASTERS SWIMMING

[www.collegeclubswimming.com](http://www.collegeclubswimming.com)



**U.S. MASTERS  
SWIMMING**

Fitness Series



USMS 2018

**WINTER  
FITNESS**

CHALLENGE

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30-MINUTE SWIM

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**U.S. MASTERS  
SWIMMING**

## Fitness Series

<b>Winter Fitness Challenge</b>	<b>Half Hour</b>	<b>last 2 weeks of February</b>
<b>Summer Fitness Challenge</b>	<b>2K</b>	<b>last 2 weeks of July</b>
<b>Fall Fitness Challenge</b>	<b>1 mile</b>	<b>last 2 weeks of November</b>





# U.S. MASTERS SWIMMING

# USMS 3.0

